

An aerial photograph of a sandy beach with several pieces of driftwood scattered across the sand. The text is overlaid on the center of the image.

Public Awareness Campaign

Dauphin Island Sea Lab

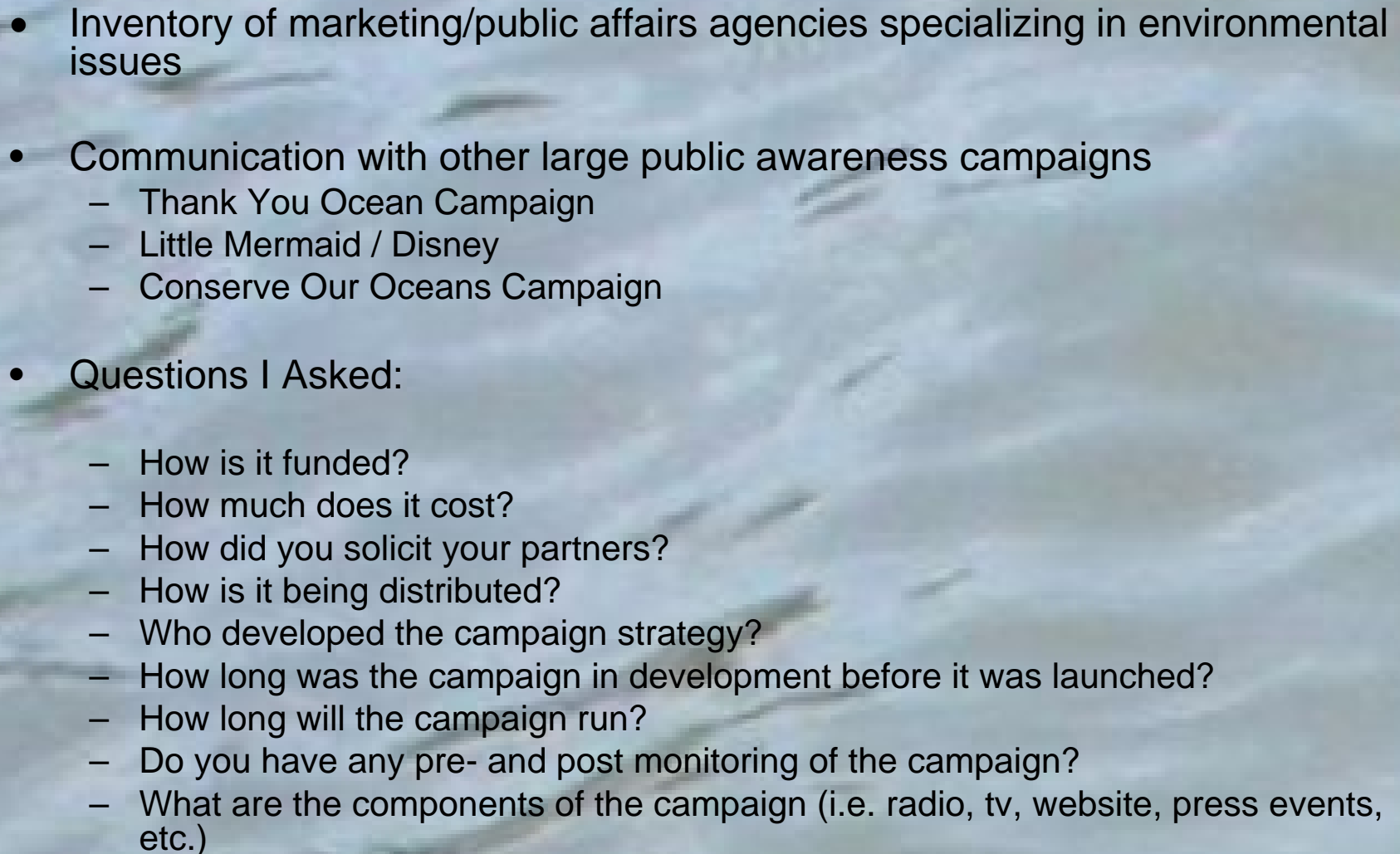
Governors' Action Plan

1. Design and conduct a strategic public awareness campaign that will encourage Gulf stewardship and coastal hazard identification and prevention.
2. Identify strategies for sustaining the public awareness campaign in the short-term (within 36 months) and long-term (after 36 months).

Target Audiences

Rookery Bay and New Orleans meetings 2006


- elected officials in communities less than 35,000
- media/professional journalists [radio, television, and print]
- middle school students and their teachers [grade 6]
- Drafted themes and problem statements for other GOMA priority issues

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- Inventory of marketing/public affairs agencies specializing in environmental issues
 - Communication with other large public awareness campaigns
 - Thank You Ocean Campaign
 - Little Mermaid / Disney
 - Conserve Our Oceans Campaign
 - Questions I Asked:
 - How is it funded?
 - How much does it cost?
 - How did you solicit your partners?
 - How is it being distributed?
 - Who developed the campaign strategy?
 - How long was the campaign in development before it was launched?
 - How long will the campaign run?
 - Do you have any pre- and post monitoring of the campaign?
 - What are the components of the campaign (i.e. radio, tv, website, press events, etc.)

Proposal Development


Phase I – Assess the target audiences “survey”

- Set baseline of knowledge for the target audience relevant to the Alliance issues
- Establish a point from which to measure future actions
- Set stage for marketing and message development



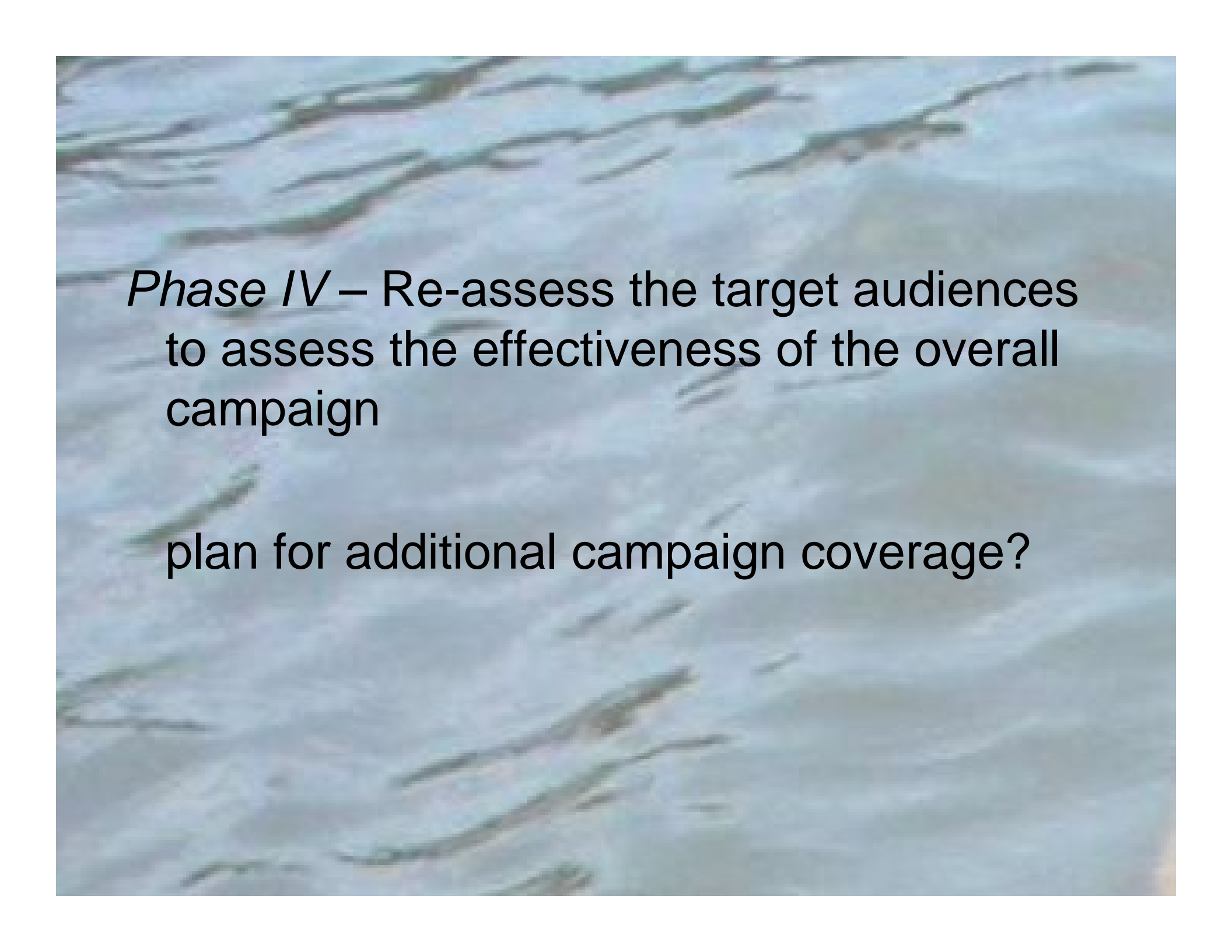
Phase II - Identifying barriers and benefits to the Alliance messages and developing effective tools to reach the target audiences = social marketing

Conduct campaign research, strategy development, and creative development to include campaign options with alternative funding and in-kind resources.



Phase III - will initiate the public awareness campaign through contracted professional media marketing consultants

tools we choose with resources available
www.chesapeakeclub.org/



Phase IV – Re-assess the target audiences
to assess the effectiveness of the overall
campaign

plan for additional campaign coverage?

Funding

Gulf of Mexico Program EPA ~150,000

NOAA Northern Gulf Institute ~ 200,000 2yrs

Joint Ocean Commission Initiative ~ In-kind

Meridian Institute & Spitfire Strategies

Draft and pilot initial assessment

Help craft messaging for Alliance – multiple levels



Aware of an issue

“global warming is an issue”

Educate them on an issue

“why global warming is an issue”

<http://www.thankyouocean.org/>
www.youtube.com/watch?v=1-V3WCAAo1w

Ask them to do something

“what you can do about global warming”

Your Help

What is one behavioral change within the plan you would like to see addressed?

Sticky Notes

Other Public Awareness

365 Messages

Community Workshops

Listserv

Fact Sheets

Power Point Presentations